

Regional Advisory Council – RAC
National Network of Libraries of Medicine, Greater Midwest Region
March 13, 2015

RAC Members present: Pam Bradigan, Kim Brady, Arlis Dittmer, Christine Frank, Martha Hardy, Jennifer Helmen, Matt Hoy, Neal Nixon, Ron Padot, Elisabeth Rowan, Priya Shenoy, Liz Weinfurter, Laura Wimmer, Molly Youngkin

RAC Members absent: Mary Blackwelder, Jane Blumenthal, Heather Holmes, Barbara Platts

GMR staff present: Kate Carpenter, Beth Layton, Holly Burt, Samanthi Hewakapuge, Jacqueline Leskovec, Irene Williams

Welcome and Introductions

Kate Carpenter welcomed the attendees and asked for each person to introduce themselves.

GMR Update

Beth Layton, Holly Burt, Samanthi Hewakapuge, Jacqueline Leskovec, and Irene Williams presented the update. Beth presented the general information and the future sections; this included budget, awards funded, and educational events. Holly presented the sections on exhibits and the historical collections initiative. Irene shared information about DOCLINE, e-licensing, and community colleges. Samanthi highlighted activities in Outreach to Consumers and included efforts with tribal colleges. The Consumer Health Working Group gave their report (see immediately below). Jacqueline talked about communication, evaluation and planning, and information technology; the later because she is responsible for technology in the absence of a Technology Coordinator.

There were few questions during the presentation; RAC members noted at the end that they always learn new things about the GMR program.

Consumer Health Working Group (CHWG) Report

Members Present: Samanthi Hewakapuge (GMR liaison), Pamela Bradigan (OSU), Christine Frank (Rush), Kimberly Brady (Cleveland Clinic)

The Consumer Health Working Group (CHWG) has agreed on two projects 1) to host a webinar on a topic that is important to consumer health librarians and general public. 2) to create a libguide on Native American health topics.

Pam Bradigan reported on the progress of the "webinar group". This group has been using a Google Document to share their ideas. They have identified potential consumer health topics for a webinar and narrowed down to following topics: Caregiver Support and End of Life. Chris has contacted Robyn Golden (<http://www.aarp.org/home-family/caregiving/info-07-2012/robyn-golden-caregiving-advisory-panel.html>), who heads Rush's Department of Health and Aging. The Department has a very active outreach program called Rush Generations. The group is planning to request Robyn Golden or one her staff members to be the speaker for the webinar. This webinar will be presented as one of GMR Lake Effects sessions and offer 1 MLA CE.

Kim Brady and Samanthi Hewakapuge presented on "libguide group" and how they have identified two North Dakota health sciences librarians to assist CHWG member, Mark Holman who is planning to head this project. Samanthi mentioned the support received for this project from SIS American Indian Health Portal (<http://americanindianhealth.nlm.nih.gov/>) representative and Office of Minority Health Knowledge Center library (<http://minorityhealth.hhs.gov/omh/browse.aspx?lvl=2&lvlid=15>).

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Highlights of project funded by the GMR. “Day in the Life” Project

Chris Frank described the project funded by the GMR was study to learn how third-year medical students seek and use information in the course of daily activities, especially activities conducted in a clinical setting using ethnographic methods. Chris outlined the history of the project, the protocol, coding and analysis and preliminary results. Chris noted that the results have already been used in decision making—for instance with the UIC renovation project. There will be a presentation at MLA on this study.

Focus groups:

The GMR administration asked that Cindy Olney, Acting Assistant Director of the NN/LM Outreach Evaluation Resource Center, lead a focus group at the RAC meeting.

Part 1: How can the GMR lead the Midwest region in impacting health through information?

Shared with entire group and voted on:

18	Broader guidelines for funding to support a broader array of services (not strictly library/info related, example: garden).
14	Partnerships between libraries and health science libraries to provide quality info to public libraries (buddy system).
10	Function as a liaison with local health initiatives to provide support for research and consumer info.
9	Elicensing agreements or consortial buying.
9	Try to reach students interested in health careers and info science to promote health info as a career choice/concept.
9	Increase public health literacy by providing electronic materials to information professionals for distribution to their patrons with a focus on primary care issues and chronic diseases.
9	Encourage hospital librarians to connect with community health coordinators, parish nurses, and nurse navigators; discuss services for patients (MedlinePLUS) professional (MEDLINE).
7	Outreach to community colleges and general academic colleges/universities re: health info resources to health professionals and students. (librarians, staff and faculty)
5	Reach out to public libraries, regarding consumer health info. (Provide training & needs assessments)

Part 2: How can the RAC be more engaged with the RML?

- Voting on broader program decisions via email.
 - Awards, how many, which areas
 - Input on programs, training, etc.
- Types of decision
 - A way of organizing this
 - Or ways to be in greater contact
- RAC as conduits for state reps
 - Questions distributed throughout year to get feedback on issues/guiding questions for feedback
 - Send framing questions to RAC members to help them communicate with their constituents—regularly. Pose questions to represented groups and report at the annual

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RAC meeting. (Provide: Consistent “something” to send out to people they represent (e.g. @ OSU, a 1 page updates for the reps to share with their constituents))

- Help GMR define groups (vice versa) to reach out to
- Also send info afterwards for response
- GMR central push, tee it up, the meeting is coming, stay on track, web conferencing
- Working groups
 - Strong GMR coordination of working groups
 - More working group opportunities
- Promote opportunities to RAC members.
- GMR and the RAC should define who RAC members represent and how to reach them.
- “Military” style memos when communicating to RAC (i.e., subject line = RAC). [Who, what do you want, when]

Part 3: What do you wish NLM could provide to support outreach in the region?

- NLM to advocate for standards regarding librarians and access to resources in standards [LCME, JACHO, magnet status, ect.].
- Position statement and training regarding libraries in patient education standards in meaningful use and Electronic Health Records.
- Best practices and training for partnering with other types of libraries and non-library organizations.
- Provide funding that reflects the actual cost of activities, especially outreach (e.g., funding for basic filling in so that they can conduct major projects—partners with experienced librarians). (see Arthur Himmelman’s work)
- NLM could give support to other types of libraries—public libraries, community college libraries.
- Gather more information on information seeking behaviors and produced position papers. (What are the NLM informatics people doing in this area?)
- Work on branding (titling of database and electronic resources) and search engine optimization.
- Get involved with Google Health—no longer active, perhaps a similar resource.
- More career related information, especially salary info on health sciences librarians.